



## Case study: Scottish Retail Consortium

### The On-Pack Recycling Label

In helping to deliver environmental objectives, the retail sector is uniquely placed, given its ability to influence consumers on the one hand, and the whole supply chain on the other.

Retailers are helping customers to reduce the amount they send to landfill, and to boost recycling levels, through:

- Improving recyclability of packaging, whilst reducing its overall weight and using greater recycled content – including via the Courtauld Commitment (see separate case study);
- But also by leading the development of improved consumer information on the recyclability of packaging – notably the On-Pack Recycling Label (OPRL) scheme.

To help increase recycling rates, the British/Scottish Retail Consortium, with support from WRAP/Zero Waste Scotland, led the way by developing and introducing the OPRL in 2009.



The scheme delivers a simpler, consistent, UK-wide recycling message which can be used on both retailer private-label, and branded, packaging to help consumers to recycle more material, more often.

It also helps local authorities and others to increase recycling for those recyclable materials which have lower collection rates due to a lack of awareness, and to reduce contamination by non-recyclable materials. For currently non-recyclable materials, the scheme encourages moves towards greater recyclability, or other suitable means of recovery.

With the logo being practical to apply to packaging which is already space-constrained, the scheme now has over 150 members, including 29 retailers and many other companies who are also involved in the PRGS, and the label appears on over 75,000 product lines. The OPRL appears on all product types. For more information, including all the participating companies, see [www.oprl.org.uk](http://www.oprl.org.uk).